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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service  
Office of Exhibits

A Summary of the Exhibit

HIGHWAY SERVICE.

A scenic booth exhibit showing the demand for Highway Service due to the increasing number of motor vehicles.

Specifications,

Floor space- - - - - 13 ft. front  
8 ft. 7 in. deep.  
Wall space- - - - - None.  
Shipping weight- - - - - 1044 pounds.  
Electrical requirements - -A.C. or D.C. current  
700 watts required for lights.



## HIGHWAY SERVICE

### How It Looks.

The subject matter in this exhibit is presented by symbolizing through the seven colors of the rainbow the seven outstanding features of highway service. In the forward portion of the middle of the booth a crushed-rock road is represented. The finished road leads backward, a rural-highway through a country scene which blends into the background.

Automobiles and motor trucks are on the highway and an illuminated rainbow in all of its seven colors spans the sky in the rear. Beneath the road scene are seven lighted, colored transparencies which emphasize the seven essentials of highway service. These pictures have been prepared by a special process. The soft tones and beautiful tints are especially artistic. On the left panel is printed in bold letters "HIGHWAY SERVICE is necessary for the safety and convenience of the motor vehicle user." Similarly in the right panel it is stated that "HIGHWAY SERVICE is required for the free flow of highway traffic and the reduction in the cost of motor transport."

The booth is 13 feet across the front, 8 feet 7 inches deep and 8 feet 6 inches high.

### What It Tells.

This booth tells the story of the demand for HIGHWAY SERVICE which has been the result of the growth of motor-vehicle registration from 55,000 in 1904 to over 17,000,000 in 1924. In the old days highway departments were engaged principally in locating and building isolated sections of road adjacent to towns or within road districts



where money was plentiful. The advent of the automobile caused a rapid deterioration of the old broken-stone roads because the binder was drawn from the road by the suction of the rubber tires and blown away by the wind. This brought about maintenance as another phase of HIGHWAY SERVICE. As the motor vehicles traveled between States and across the continent the old isolated-section method of road construction gave way under the demand for continuously improved stretches of highway over long distances. These transcontinental roads virtually placed the country on wheels and they have created an imperative demand for more HIGHWAY SERVICE. For example, snow removal is becoming recognized as of economic importance in order to keep the highways open for 365 days in the year. Also for the free flow of traffic across the country the States have provided traffic regulation and control in response to the popular demand. No longer is it possible for the careless or incompetent driver to endanger the lives or property of others with impunity. Uniformed officers on motorcycles now patrol the highways constantly in some of the States and give directions and protection to travelers. The recreational phase of HIGHWAY SERVICE is being recognized by a number of the States. To meet this demand public camp grounds and rest stations have been provided at convenient intervals and caretakers have been employed to maintain sanitary conditions and an attractive appearance. Another type of HIGHWAY SERVICE is afforded by the combined highway maps and tourist-information circulars which have been prepared by a number of the State highway departments. These have more than paid for themselves in the business brought into the States by this character of advertising. Danger and caution signs however are probably the least expensive element of HIGHWAY SERVICE and for some unaccountable reason the need for these has been the last to be thoroughly appreciated. Recently a National



Committee has formulated a uniform system of direction and caution signs so that the trans-continental tourist, whether in Maryland, Iowa, or Oregon, will be warned by the same shape, type, and color of sign at all railroad crossings and all other dangers will be marked by similar warnings. Better yet, the traveler may follow cross-country routes from coast to coast by keeping on the road marked by similarly numbered signs.

So today the State highway departments, in response to popular demand, recognize at least seven elements in complete HIGHWAY SERVICE. These services include (1) Road location and construction, (2) Maintenance and repair, (3) Traffic regulation and control, (4) Maps and highway information, (5) Direction and caution signs, (6) Public camp grounds and rest stations, and (7) Snow removal.

#### Where to Get Information.

For further information on subjects shown by this exhibit write to the Bureau of Public Roads, U. S. Department of Agriculture, Washington, D. C.